



# Quantifying Today's Shopper

Netcore's 2024 North American  
Consumer Benchmark Report





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# Foreword



**'Quantifying Today's Shopper - Netcore's 2024 North American Consumer Benchmark Report' is your guide to thriving in evolving market conditions and understanding your current and future shoppers better.**



**Pratik Bhadra**  
CEO North America



Pandemic-driven digital transformation has taken root, and the shopper experience for most consumers has now become omnichannel. In the face of economic uncertainty and global conflict, shoppers in North America continue to spend and are purchasing a greater percentage of their goods and services online. Competition for consumer attention has never been fiercer, and consumer expectation has never been higher, but brands and retailers who can distinguish themselves online through extraordinary online customer experiences face unprecedented opportunities for growth.

In Q3 2023 we surveyed over two thousand North American consumers to better understand their shopping habits, preferences, and challenges. I hope you find the data and insights in **Quantifying Today's Shopper (Netcore's 2024 North American Consumer Benchmark Report)** useful in helping you understand your current and future customers better, and engineer more fruitful shopper experiences in the year to come.

Wishing you all the best for a prosperous 2024.

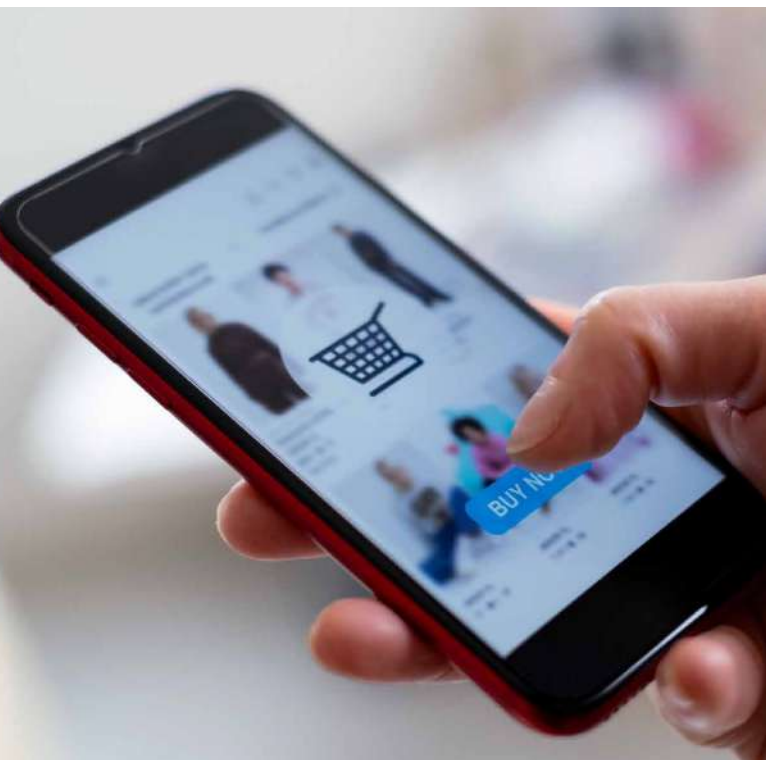
# Introduction

In today's rapidly evolving business environment, it's absolutely vital to develop an in-depth understanding of your shoppers. Consumers have more choices today than ever before and they interact with brands across more devices and channels. Their expectations for coordinated personalized experiences is high - we now find ourselves in an era where each business is competing for the attention of an extremely pampered shopper.



**The goal of marketing is to understand the customer so well, the product or service sells itself**

**Peter Drucker,**  
Management and  
Marketing Guru



These times are dynamic, but they also represent enormous opportunities. Understanding your shopper today is no longer an option – it's a must - if you don't, you risk losing your shoppers to more agile competitors.

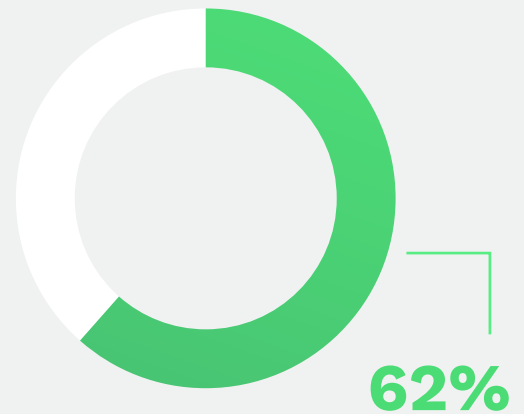
This report offers data, insights, and practical strategies to help you understand and meet your shoppers' changing needs. Our hope is that this report helps you in achieving that goal.

1

# Cracking the Code of Contemporary Shopping

## Shoppers are Still Spending

Despite widespread economic uncertainty and inflation, North American consumers continue to spend. Shoppers are prioritizing essential items like household goods, school supplies, and apparel, but overall spending remains robust. Online shopping has increased along with shopper's purchasing capacity, and rebates have also driven non-essential purchases for some customer segments.



Consumers state that they'll spend more in 2024

Question: Will you spend more on items in 2024 than the last year?



## Why is Demand Increasing?



Shoppers face rising prices due to inflation, so are spending more for the same goods and services.



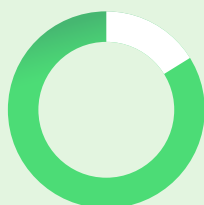
More shoppers are conducting a greater percentage of purchases online.



Retailers are cultivating loyalty through incentives, coupons, and personalized offers.

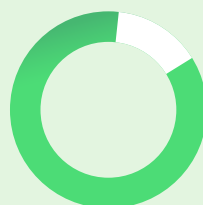
## Shopping Has Moved Online

Online shopping offers customers convenience and time savings by reducing the need for physical store visits. Shoppers also benefit from a vast selection of products and price comparisons. Exclusive online deals, promotions, and subscription services further enhance the shopping experience.



**84%**

of all shoppers will buy online products daily to several times a month in 2024

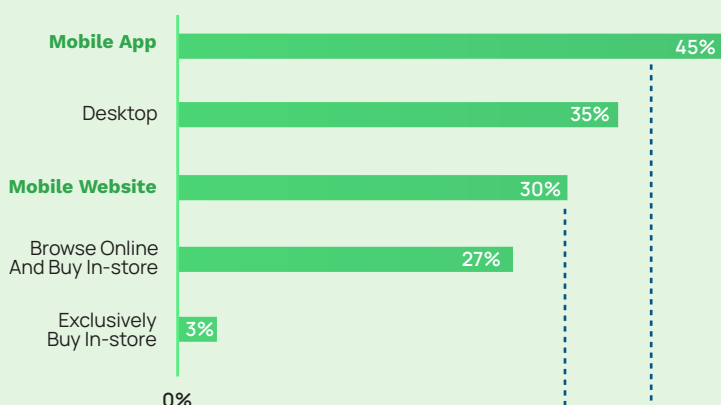


**85%**

of all shoppers will buy essential products online in 2024

## Mobile Shopping Dominates

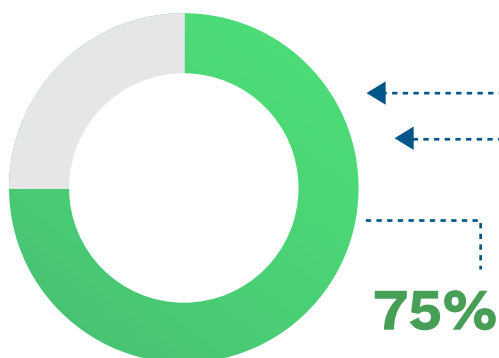
### Preferred Channels



Question: What is your most preferred medium to shop online?

### Take Note:

These data underscore the importance of adopting an omnichannel approach. With the overwhelming majority of shoppers interacting online and the pervasive use of mobile devices, it's crucial for you to integrate online and mobile touchpoints seamlessly.



**75%**

of all shoppers will buy on mobile apps and mobile websites

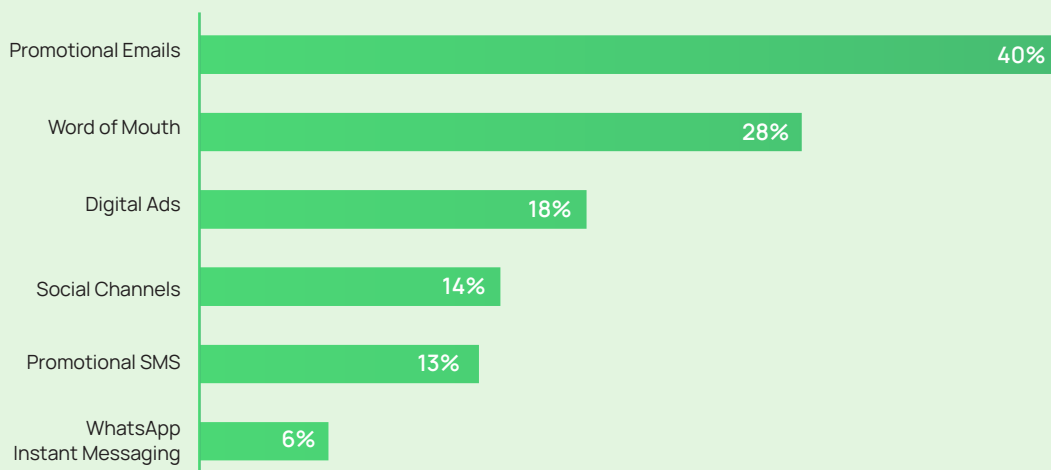
- **97%** of shoppers engage with online touchpoints in their buying journey
- **3 in 4 shoppers** have a mobile touchpoint in their journey
- More than **1 in 3 consumers** buy products online via their desktops, laptops



## Email and Word of Mouth Drive Conversions

In the dynamic world of ecommerce it is interesting to note that mature channels like email are still critically important. Email is still the highest revenue generating channel.

### Email and Referrals are Critical



Question: What is the channel that you interact with the most while shopping online?

**Resilience on Promotional Email:** 40% of all shoppers still make product purchases through email. Many incorrectly believe that promotional emails are obsolete or no longer capture consumers' attention. The reality is that well-targeted, relevant campaigns still engage audiences and email can be a powerful tool in driving sales and conversions.

**Word of Mouth Influence:** Word of mouth remains a significant influence for a substantial portion of shoppers. Recommendations and referrals from friends, family, or acquaintances play a crucial role in influencing purchasing decisions.

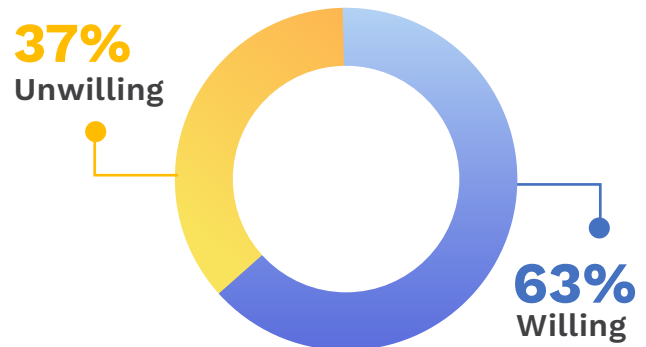
**Digital Ads:** Brands and retailers spend the vast majority of their marketing budgets on digital ads, but shoppers today engage with display ads at a lower rate than in years past.

**Social Channels:** Social media has evolved into a shopping medium and social commerce is growing. Fourteen percent of all North American shoppers are buying through social today and the number is rising.

# Insights Into Shopper Psychology

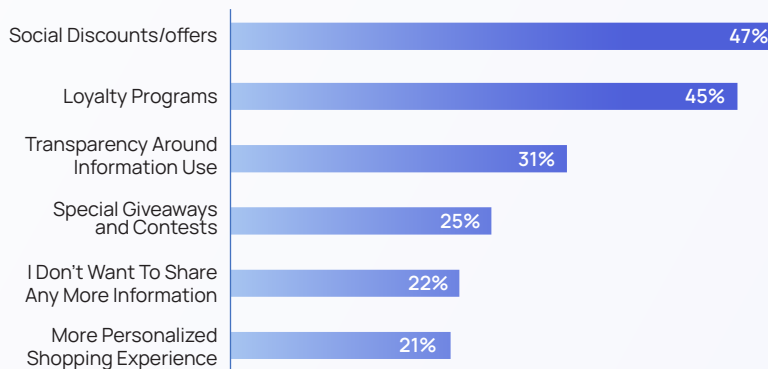
## Trading Personal Data for a Quality Shopping Experience

Shoppers are increasingly open to sharing their data— more than six out of every ten shoppers are willing to do so. **But what, precisely, motivates them?**



Question: Will you share your personal data for quality experiences?

## What Are Quality Shopping Experiences?



Question: What are some reasons for sharing data with retailers?

### Take Note:

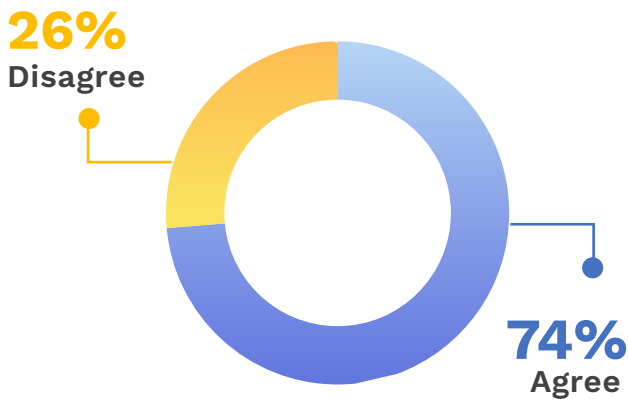
Prioritize executing personalized promotions and loyalty programs.

Access to, and responsible use of personal data, provide a competitive edge, enabling superior shopping experiences.

Nearly **50%** of all shoppers will give their personal data in exchange for special discounts and offers.

**45%** of all shoppers are willing to share their data for the benefits of loyalty programs. If rewarded properly shoppers are here for the long haul.

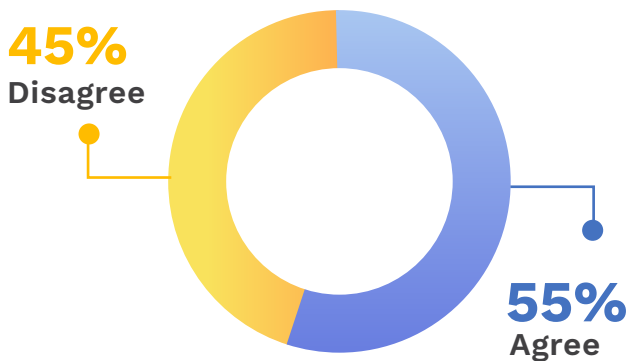




Agree or Disagree: The online buying experiences has too many steps.

## Shoppers Want a More Direct Route to Buying

Most shoppers want to easily find the products they're searching for, and then purchase them in as few steps as possible. In fact, inefficient customer journeys that add friction to the shopper experience often result in order path dropouts who abandon the experience in favor of smoother paths like Amazon.



Agree or Disagree: Online stores on instant messaging apps like WhatsApp, iMessage, and Instagram are improving the shopping experience.

## Shoppers Embrace In-Channel Purchases

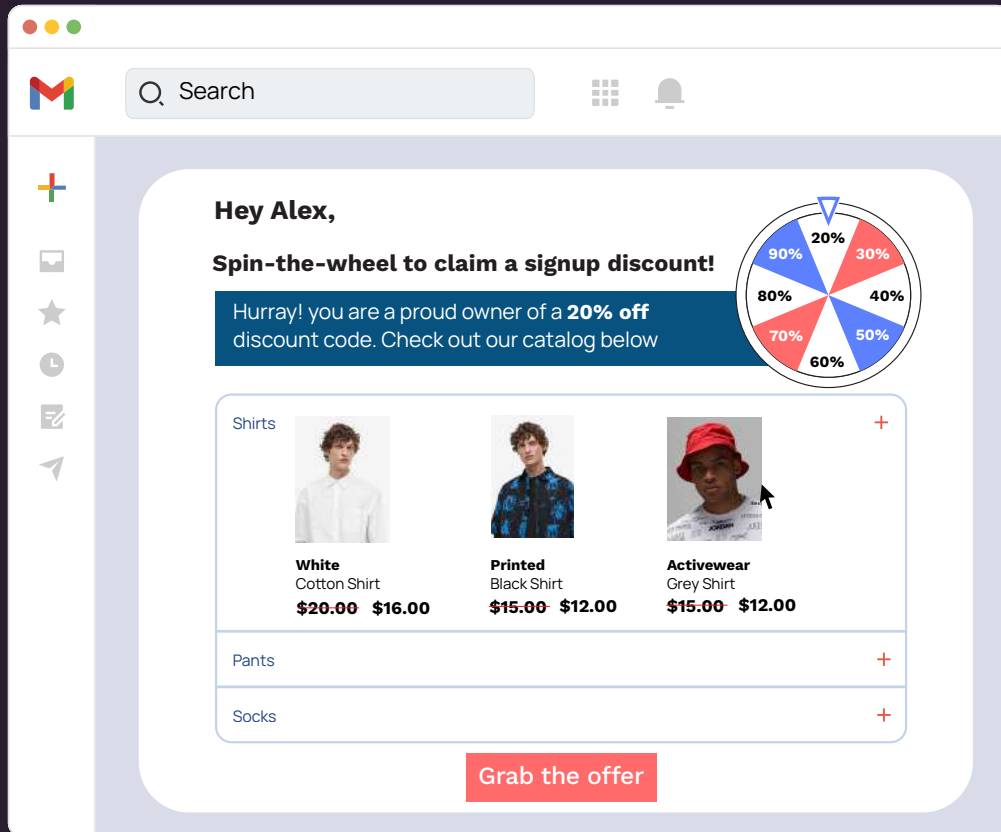
In a bid to simplify the shopping journey, brands have increasingly prioritized the integration of their online stores within mobile messaging apps and social networks. This shift has been warmly welcomed by shoppers.



# Inbox Commerce

## A Portal to Convenience

*Have you ever considered the possibility of incorporating mobile and web experiences directly into the shopper's email inbox? With Inbox Commerce, you can!*



**Shortened Conversion Funnel:** By integrating interactive email elements, shoppers can purchase, subscribe, or complete forms within their inbox. This saves time and reduces abandonment rates, leading to improved conversion rates and satisfaction.

**Immersive Experience:** Advanced email technology enables dynamic features like product previews, interactive forms, in-email search, cart management, and gamification, all of which create engaging and captivating shopping experiences.

**Combined Catalog and Interactive Email:** Inbox Commerce integrates product catalogs into email, so the customer can search, browse and get access to detailed information.



[Request a 1:1 Demo](#)

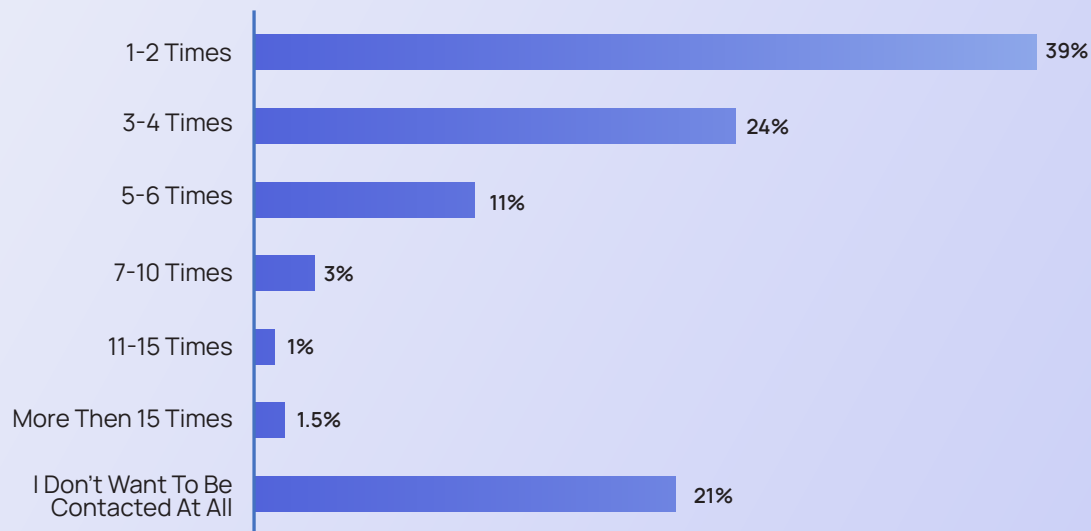
## First Impressions Matter

For every sale, brands are competing for shopper attention, and you have to stand out from the crowd with experiences that matter to them if you don't want your shoppers flocking to Amazon.



On average shoppers evaluate 4 brands before executing a transaction.

## Shoppers Want Relevant Messaging



Question: Weekly, how often do you want to be contacted by your favorite brands before you opt-out of emails/notifications?

### Low Tolerance for Excessive Notifications:

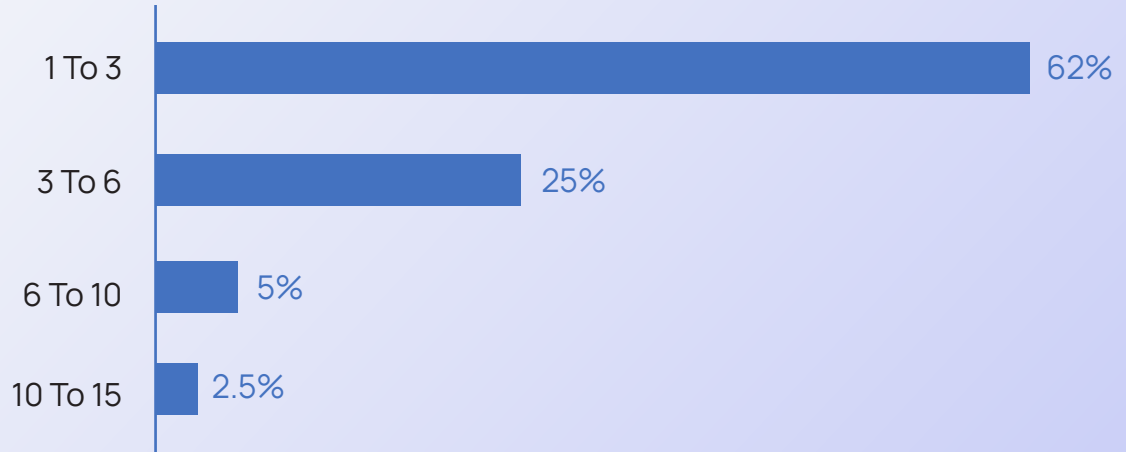
Shoppers, including those loyal to their favorite brands, exhibit a low tolerance for excessive notifications.

**Quick Disengagement:** Nearly four out of ten shoppers are quick to disengage when they receive more than 1-2 irrelevant messages. It's very important to send targeted and relevant content.

### Varying Levels of Patience:

While some shoppers disengage after just 1-2 messages, others are more patient. One in four shoppers may wait for 3-4 irrelevant messages, and only one in ten shoppers will tolerate 5-6 irrelevant messages before deciding to stop engaging with a brand. It's crucial that you understand these thresholds if you plan to retain these shoppers' interest.

## Frequency of Website Visit



Question: When looking for a product online, how often do you typically visit a website before you purchase the product?

A majority of shoppers visit online stores 1-3 times, and a quarter of shoppers visit 3-6 times before they make a purchase. They do this to save time, simplify decision-making, and access the products they need efficiently. Their priority is researching, finding deals and comparison shopping.

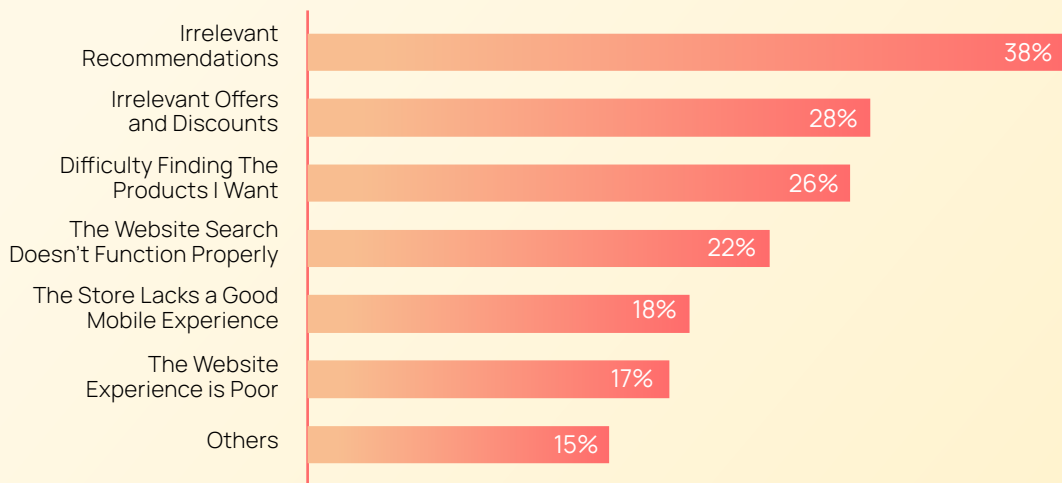


# 3 Customer Experience is Critical

Customer preferences and behaviors are influenced by a multitude of factors, let's deep dive and understand why shoppers may opt not to engage with a brand.



## Negative Occurencs While Shopping Online



Question: What are some regular occurencs you experience when shopping online?

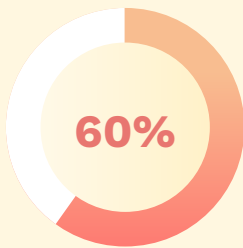
**Nearly 4 in 10** shoppers experience irrelevant recommendations that add no value. This lack of relevance is usually due to incomplete or inaccurate understanding of the customers' actual preferences.

**3 in 10 shoppers** say they receive irrelevant discounts and offers - the result of

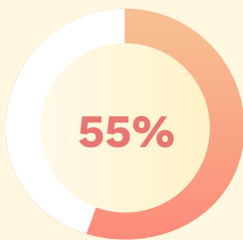
insufficient personalization or incorrect targeting.

**Nearly a quarter** have difficulties findings the products they are looking for, which may arise from incorrect or inappropriate search algorithms or product cataloging.

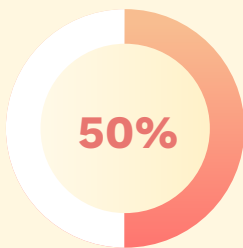
## What Defines a Poor Shopping Experience?



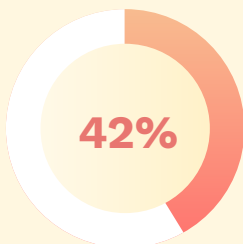
of all shoppers express frustration with **irrelevant product ads**.



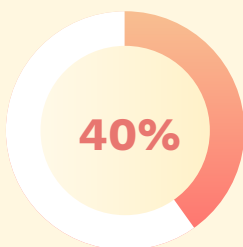
of all shoppers often **struggle to find products** due to navigation issues, cluttered interfaces, and sub-par search functionality.



of all shoppers encounter **slow loading, crashes, confusing layouts**, and mobile-unfriendly designs.

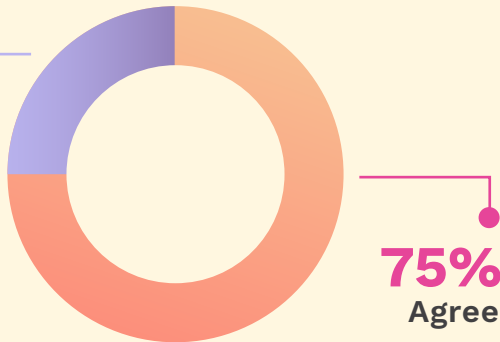


of all shoppers face **search issues** due to ineffective algorithms, limited filters, and poor product data structure.



of all shoppers receive **irrelevant recommendations** which makes the entire shopping experience bad.

**25%**  
Disagree



Agree or Disagree: The brands I follow send me too many messages.

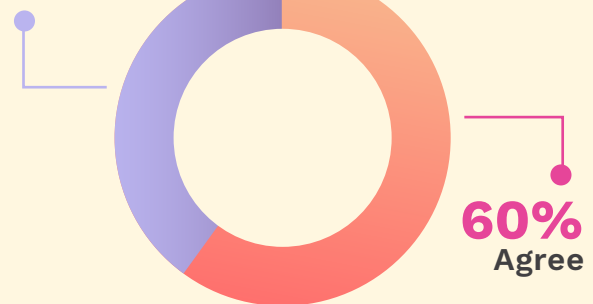
## Brands Are Over Messaging

An overwhelming 3 in 4 shoppers express frustration at the inundation of excessive communication. This constant barrage of messages, notifications, and advertisements has emerged as a major source of discontent. It highlights the critical importance of delivering relevant, helpful and valuable content.

## Over-Personalization is a Concern

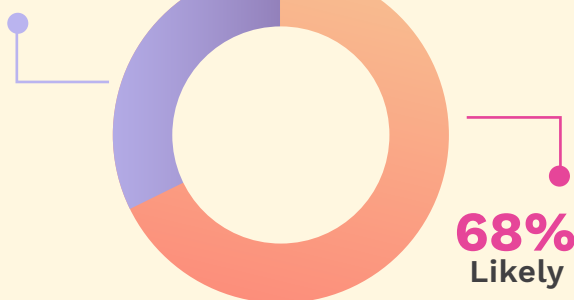
A majority of shoppers expressed discomfort with the level of creepiness and over-personalization in the ads they are targeted with. This underscores the importance of respecting shopper data and engaging users with thoughtful messaging.

**40%**  
Disagree



Agree or Disagree: I sometimes feel that the level of personalization I receive from brands I follow is creepy.

**32%**  
Unlikely



Question: Will you reject a brand over poor search experiences on web and app?

## Poor Product Discovery on Web/App is Problematic

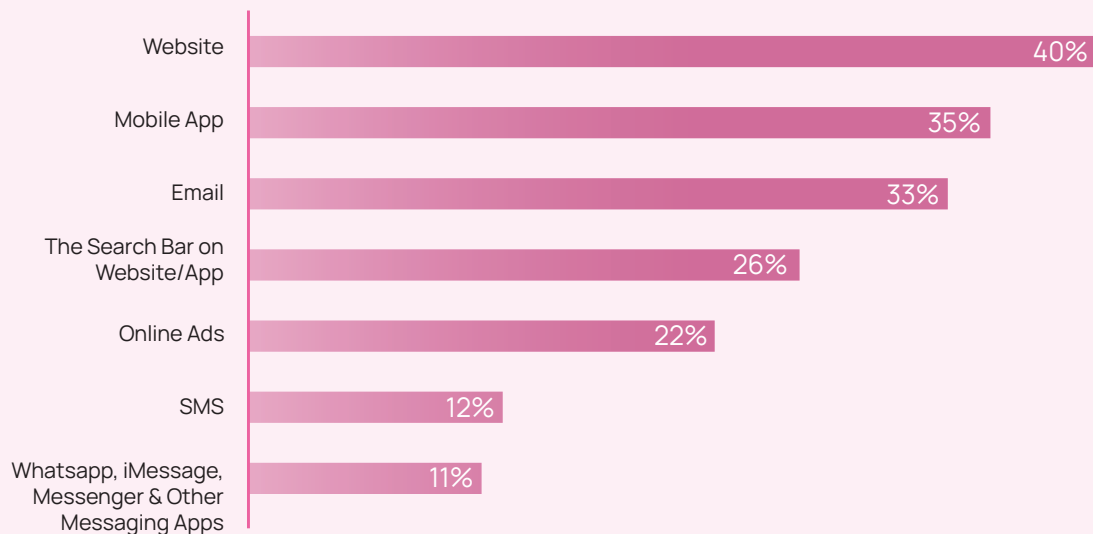
68% of all shoppers are likely to reject a brand if they experience poor-quality search results on the brand's website or app. It is important to provide robust and accurate search functionality to enhance the user experience and retain shopper loyalty.



## 4 Marketer Imperatives For 2024

Marketers need to focus on improving the shopping experience accross virtually all channels.

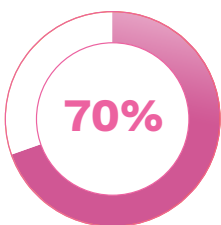
### Areas Of Improvement



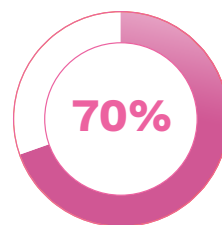
Question: What are the areas of improvement you are looking for as a shoppers?

A majority of consumers expect smoother shopper experiences accross website, mobile app, and email channels. Notably, these three channels also represent the most engaging platforms for today's shoppers.

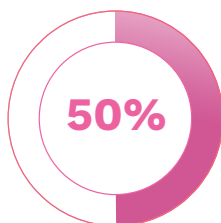
### Focus on Incentives, Loyalty & Discounts



Almost 70% of shoppers are inclined to **make repeat purchases when presented with high-quality offers and discounts**. Compelling incentives have a strong influence.

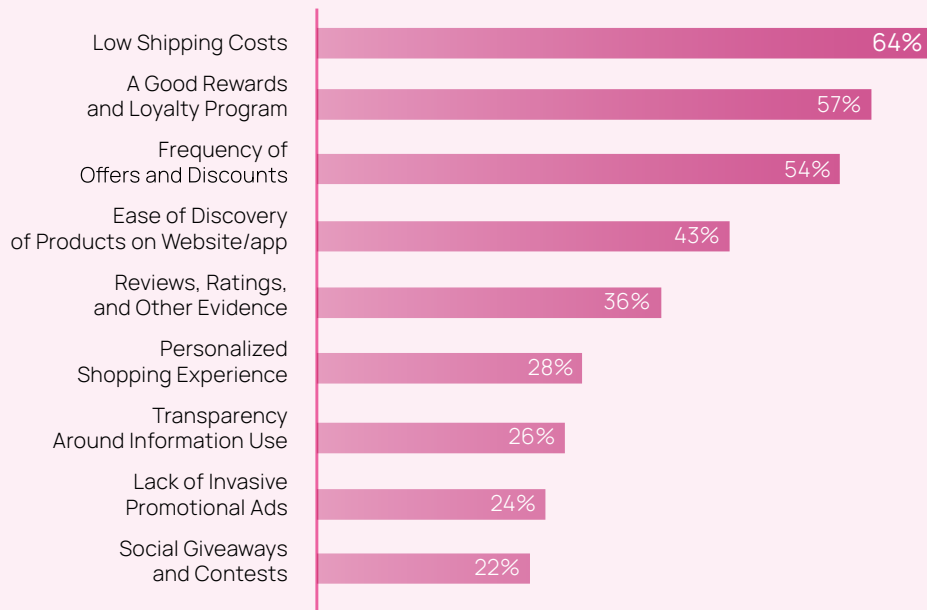


Around 70% of shoppers, express a strong desire for **effective reward and loyalty programs** as a means of engagement. To retain shoppers, you'll need such programs.



Approximately half of all shoppers are **more likely to engage repeatedly with a brand when the discovery experience on their website and app is optimized**, underlining the critical role of user-friendly discoverability in retaining shoppers.

## Keys To Driving Competitive Advantage



Question: What are some factors for choosing one retailer over another?

**Shipping Costs (64%):** Shoppers will choose you over a brand if you optimize your shipping costs and offer lower prices, most shoppers expect free shipping.

**Loyalty Program Superiority (58%):** A significant portion of shoppers will choose your brand over others if your loyalty and rewards program surpasses what the competition is offering.

**High-Quality Discounts and Promotions (55%):** More than half of shoppers will prefer your brand if you consistently offer high-quality discounts and promotions compared to competitors.

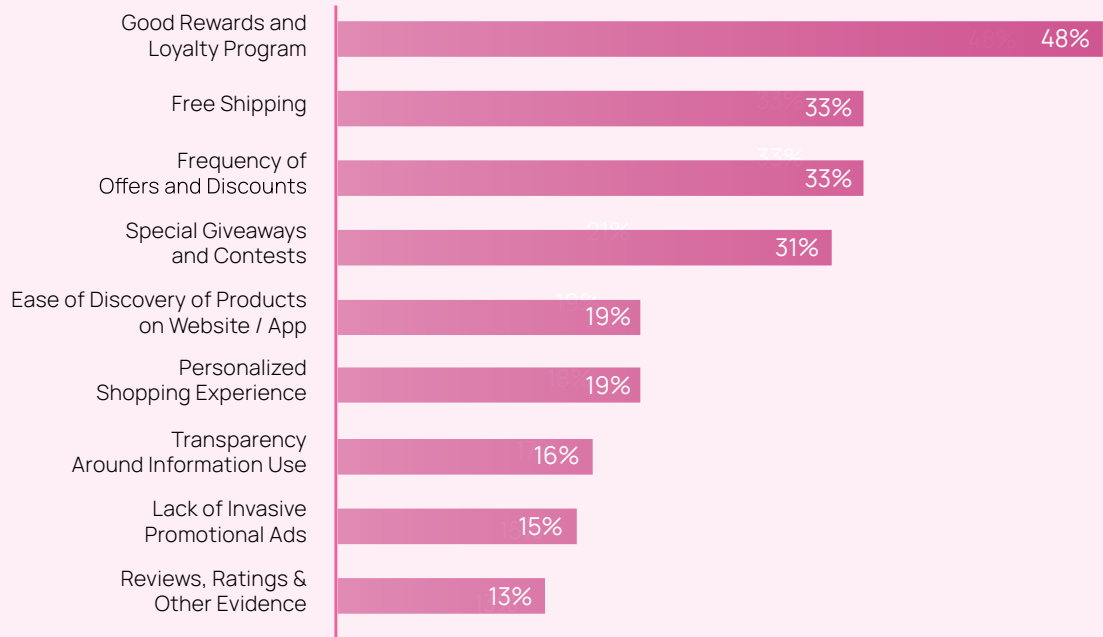
**Product Discoverability (43%):** Superior product discoverability can sway a substantial portion of shoppers in your favor, especially when they're deciding between brands.

**Reviews and Ratings (36%):** Displaying the right reviews and ratings on your website has the potential to influence more than three in ten shoppers to select your brand over competitors.

**Personalized Shopping Experience (28%):** Displaying recommendations that resonate with the shopper's affinity is a crucial component of the modern shopping experience. It can make or break your entire relationship with them.

**Transparency Around Information Use (26%):** Clear data transparency helps shoppers make informed choices, trust brands, and ensures fair and ethical practices, enhancing confidence in their purchases.

## Many Shoppers Will Pay For Convenience



Question: What are some experiences you will be paying extra for?

Nearly half of all shoppers will pay more for quality rewards and loyalty programs, and one in three shoppers will pay more for more frequent discounts and low shipping costs.

### Focus on:

#### 1. Quality Rewards and Loyalty Programs:

- Create a user-friendly rewards program with valuable incentives.
- Continuously improve it based on shopper feedback.
- Promote the program effectively to inform shoppers of its benefits.

#### 2. Frequent Discounts:

- Develop a pricing strategy for more frequent discounts.
- Utilize data analytics to personalize discounts and identify optimal promotion times.
- Consider a tiered loyalty system for regular customers.

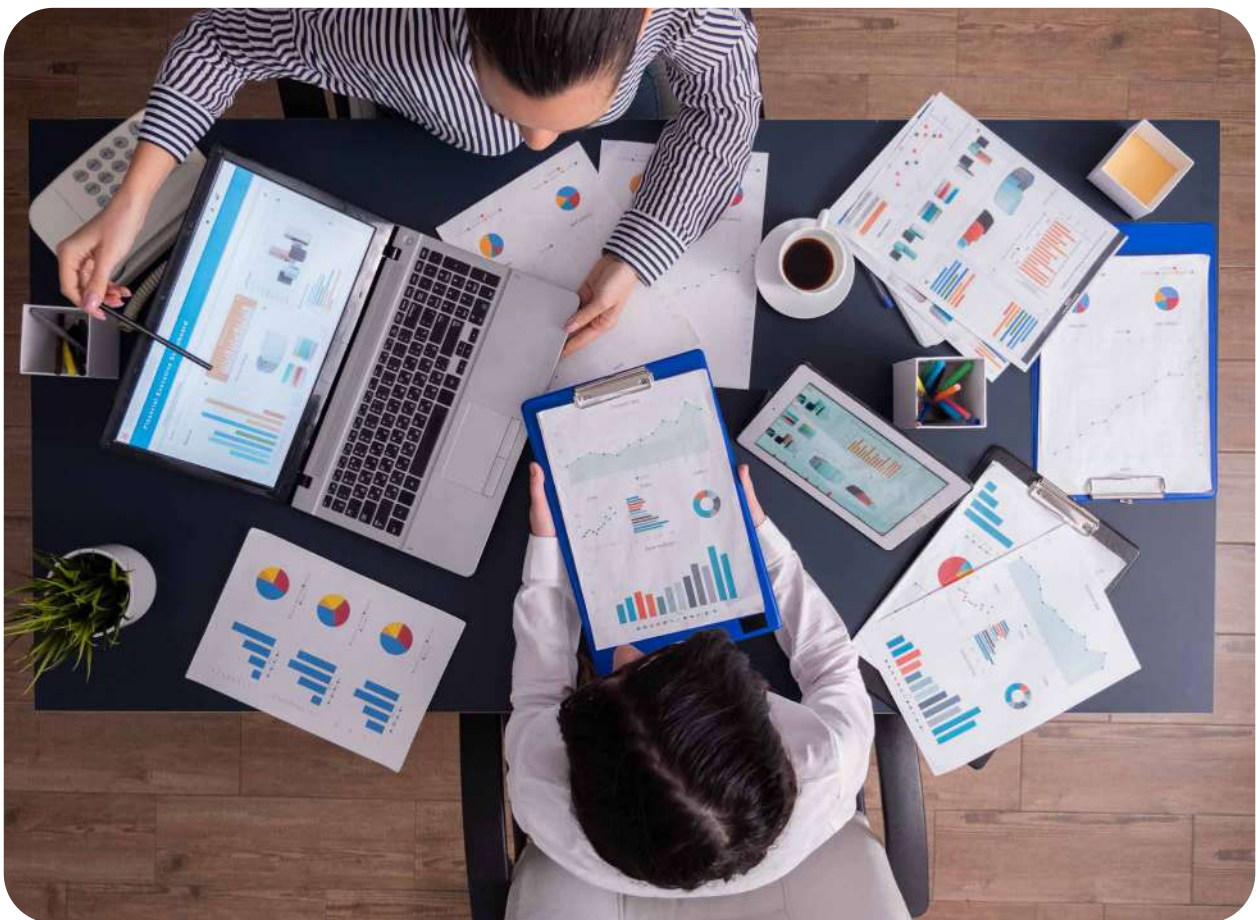
#### 3. Free Shipping

- Streamline supply chain and logistics to cut shipping expenses.
- Offer various shipping options, including free or discounted choices.
- Clearly communicate shipping costs during checkout.
- Explore partnerships with third-party logistics providers for better rates.

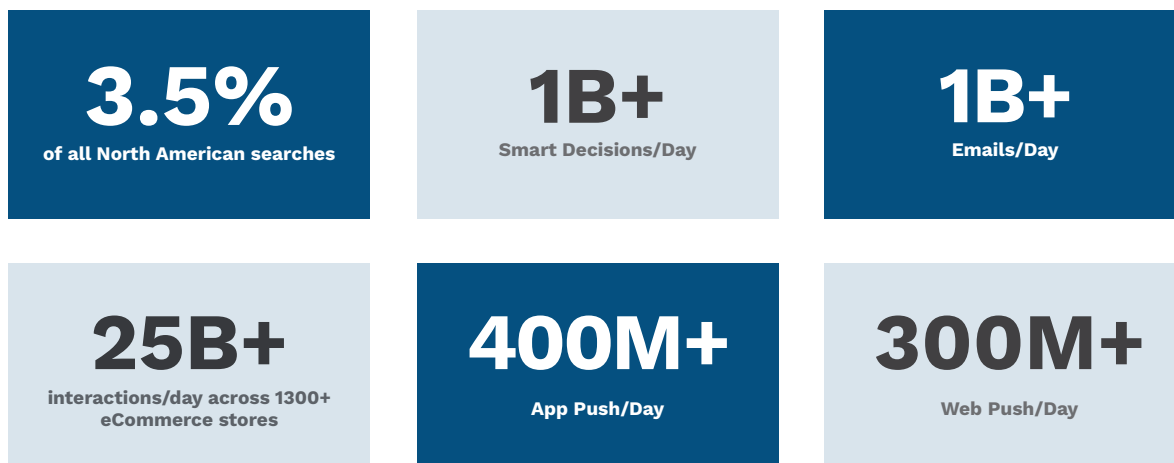
# About Our Research

In Q4 of 2023, Netcore and Dynata conducted research to capture the buying habits and preferences of over 2000 consumers across the globe. We qualified respondents based on household income, geography, gender, and age. Our survey utilized skip ordering, randomization, and screener questions. Respondents' personally identifiable information and/or observed purchase behavior were not captured or used; all data was self-reported.

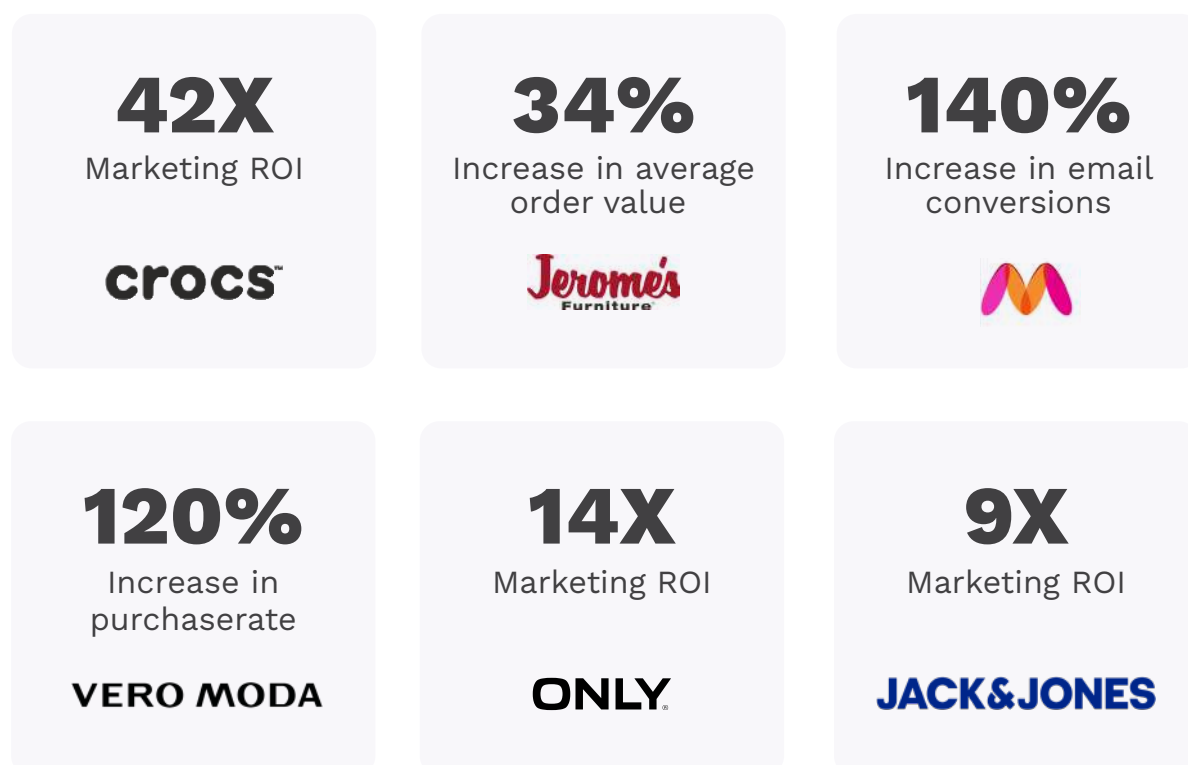
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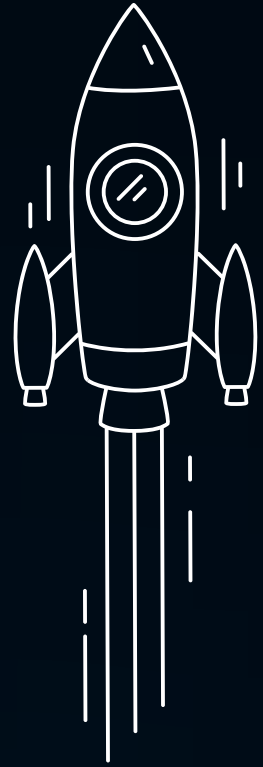
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**TALK TO US**

**Scale your  
marketing program  
while increasing  
average order value,  
purchase frequency,  
and revenue with Netcore**



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